**Template media release**

**[insert borough] take the #AsthmaRapChallenge for a chance at a studio recording session**

This September, as part of the NHS in London’s #AskAboutAsthma campaign, young people in [insert borough] and across London can take part in the #AsthmaRapChallenge that aims to get children and young people thinking and being creative while learning and sharing essential messages about safely managing asthma. The prize is a professional recording session.

[insert your CCG] together with Healthy London Partnership is working with [Key Changes](http://www.keychanges.org.uk/) which is a London-based charity that provides wellbeing and recovery services through music to young people.

Key Changes MC’s have recorded a track with lyrics that highlight asthma and are challenging other artists to use their track to record and submit their own version.

Anyone aged 30 or under, living in a London borough can enter the competition. The beat to use at is available at:

[#AsthmaRapChallenge beat](https://www.healthylondon.org/resource/asthmarapchallenge-beat/)

Entries can be made via social media accounts including Instagram, YouTube, Facebook and Twitter with the #AsthmaRapChallenge and submitted to [www.healthylondon.org/asthmarapchallenge](https://www.healthylondon.org/asthmarapchallenge/). The competition is open until 5 October 2018.

The winning entry will be chosen by a panel of music industry judges and receive a free recording studio session at Key Changes Central London studios.

**Insert Chief officer/Chair, Title, Insert your CCG name, says:**

[ie suggested quote promoting the 3 asks about asthma messages: *The Asthma Rap Challenge is an exciting opportunity for young people in* ***XXXXborough.***  *Asthma affects around 10% of our young people but it can be managed safely by taking a few simple steps: ask your GP about your asthma plan and annual asthma review, and ask your GP or pharmacist how to use your inhaler properly. The rap challenge is a fun way to be creative while helping to spread important messages through our younger community.]*

**Tracy Parr, Director of Transformation, Healthy London Partnership, says:**

“Healthy London Partnership is delighted to be promoting this Asthma Rap Challenge in partnership with **[insert your borough]** and Key Changes as part of London’s Ask About Asthma campaign this year. Asthma can be a serious health issue for around 10% of young Londoners and we’re grateful for the support of these inspiring young artists in raising awareness of the need to keep it in check and the benefits of peer-to-peer support. With their help we think we can reach more young Londoners, and especially those who may have left school already and can miss out on these important messages.

Plenty of young people have asthma but it doesn’t need to be life-threatening. If you can ask a few simple questions to learn how to manage it properly and support your friends to the do the same, you can have active and fulfilling life.

If you’re under 30 and living in London, I hope you give the #AsthmaRapChallenge your best shot. Spread the word to your family and friends, the winner will have a rare opportunity to work with talented young music artists and record their own track. It could be a springboard to something truly life changing.”

**Peter Leigh, CEO, Key changes, says:**

“Music can be a powerful way of engaging young people in conversations about the issues and causes in their community. The #RapAboutAsthma challenge shows that urban music styles such as hip hop and grime can be forces for good in the health and wellbeing of young people in London.”

**Notes**

* Submissions for the competition are to be made at: [www.healthylondon.org/asthmarapchallenge](http://www.healthylondon.org/asthmarapchallenge)
* **Insert your organisation information**
* **Healthy London Partnership** formed in April 2015. It has been working across health and social care, and with the Greater London Authority, Public Health England, NHS England, London’s councils, and the NHS in London. We have united the partners to amplify the efforts of a growing community of people and organisations that believe it is possible to achieve a healthier, more livable global city by 2020.
* **Key Changes** provides music engagement and recovery services in hospitals and the community for young people and adults affected by mental health conditions including depression, anxiety, PTSD, bi polar disorder and schizophrenia. Their award-winning programme promotes wellbeing and recovery through developing creative, technical and vocational skills and opens pathways to mainstream opportunities in education, training, work experience and employment. Their innovative approach draws on clinical therapeutic techniques and professional music industry practice. [http://www.keychanges.org.uk](http://www.keychanges.org.uk/)
* The video featured on this page was created by Key Changes and features the following young artists (aged 19 – 29): Stickz, Jasper, Steaze, Tyler One Five, Eritrean T, Dionysus, Timer, Kitty Got Claws.
* London’s #AskAboutAsthma campaign is running from 3-16 September. It coincides with children and young people returning to school and the highest peak of hospital admissions for asthma, aims to encourage all children and young people with asthma to take these three simple steps:
* ASK: Do I have an asthma management plan? This helps identify the right colour inhaler and dosage, and when to seek emergency help.
* ASK: Can I use my inhaler properly?
* ASK: Have I had my annual asthma review?

#AskAboutAsthma It is aimed at young people with Asthma and their peers, parents, carers, teachers and health care professionals. All of whom are able to take simple practical steps that can have a big and potentially life changing impact on the quality of life of a young person with Asthma.

* For further information please contact Kim Boyle in the Healthy London Partnership press office at kimboyle@nhs.net